ABSTRACT OF THE DISCLOSURE

A display driver includes an instruction signal generation circuit which generates a data-fetch-start-instruction-signal; a data latch which fetches display data at data fetch timings including a fetch start timing that is determined by the data-fetch-start-instruction-signal; and a data line drive circuit which drives the data lines, based on the display data fetched into the data latch. The instruction signal generation circuit includes a fetch-start-timing-setting-register into which is set data for determining the fetch start timing of the display data, and the instruction signal generation circuit generates the data-fetch-start-instruction-signal that changes when a period corresponding to the data set in the fetch-start-timing-setting-register has elapsed, with reference to a reference timing.